Listing of Claims:

1. (Currently Amended) A method for creating ~~a message~~ an advertisement campaign, said ~~message~~ advertisement campaign providing a narrative framework for creating a personalized advertisement for an intended audience, wherein said personalized advertisement is based on user profile data of said intended audience, said method comprising:

creating at least one default ~~message~~ advertisement example of a personalized advertisement;

delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which said personalized advertisement is to be distributed;

creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;

constructing ~~a message~~ an advertisement template that includes a plurality of media segment slots, wherein said media segment slots comprise video segment slots and audio segment slots; ~~and~~

constructing ~~a message~~ an advertisement resource library that includes a plurality of media segments including video segments and audio segments, wherein each video segment is selectable for insertion into at least one of said video segment slots and each audio segment is selectable for inserting into at least one of said audio segment slots, and wherein at least one of said audio and video segments is selectable for a same one of said segment slots of said ~~message~~ advertisement template; and

constructing said personalized advertisement by inserting one or more video segments from said advertisement resource library into said video segment slots and by inserting one or more audio segments from said advertisement resource library into said audio segment slots, wherein said one or more video segments and said one or more audio segment are selected using said entity profile template.

2-3. (Cancelled)

4.   (Currently Amended) The method of claim 1 wherein several media segments

correspond to a same one of said media segment slots of said ~~message~~ advertisement template.

5.   (Currently Amended) The method of claim 1 wherein said ~~message~~

advertisement resource library includes media segments created specifically for said ~~message~~

advertisement campaign.

6.   (Previously Presented) The method of claim 1 further including the step of:

defining a distribution channel selection, for distributing created personalized

advertisements to target entities.

7.   (Original) The method of claim 1 further including the step of:

defining interactive query responses, for acquiring additional information about

said target entity.

8.   (Previously Presented) The method of claim 1 further including the step of:

defining environmental status factors which are updated at the time the created

personalized advertisement is transmitted to the target entity.

9.   (Previously Presented) A system for creating ~~a message~~ an advertisement

campaign for a client, said ~~message~~ advertisement campaign providing a narrative framework for

creating a personalized advertisement for an intended audience, wherein said personalized

advertisement is based on user profile data on said intended audience, said system comprising:

a client interface component, to allow said client to create at least one default

~~message~~ advertisement example of a personalized advertisement, said client interface component

also allowing said client to delineate general characteristics of members of said intended

audience, and to assist said client in creating a set of target entity qualification data factors for

use in database searches to acquire a list of entities to which the personalized advertisement is to

be distributed;

an entity profile template creation component, to create an entity profile template

based on said target entity qualification data factors, said entity profile template including a

substantially complete definition of information about each of said entities that is to be acquired by said database search;

a target entity profile component, responsive to said entity profile template, to generate target entity profiles and status;

~~a message~~ an advertisement template constructor, responsive to said at least one default ~~message~~ advertisement example, to construct ~~a message~~ an advertisement template that includes a plurality of media segment slots, wherein said media segment slots comprise video segment slots and audio segment; ~~and~~

a resource library constructor, responsive to said at least one default message example, to create ~~a message~~ an advertisement resource library that includes a plurality of media segments including video segments and audio segments, wherein each video segment is selectable for insertion into at least one of said video segment slots and each audio segment is selectable for inserting into at least one of said audio segment slots, and wherein at least one of said audio and video segments is selectable for a same one of said segment slots of said message template; and

a personalized advertisement constructor that inserts one or more video segments from said advertisement resource library into said video segment slots and that inserts one or more audio segments from said advertisement resource library into said audio segment slots, wherein said one or more video segments and said one or more audio segment are selected using said entity profile template.

10.   (Original) The system of claim 9 wherein said message template constructor constructs a plurality of different message templates.

11.   (Previously Presented) The system of claim 9 wherein said client interface component also allows said client to define environmental status factors, which are updated at the time the personalized advertisement is transmitted.

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12.   (Currently Amended) A method for creating a message an advertisement

campaign, said message advertisement campaign providing a narrative framework for creating a

personalized advertisement for an intended audience, wherein said personalized advertisement is

based on user profile data of said intended audience, said method comprising:

encoding at least one default message advertisement example of a personalized

advertisement;

delineating general characteristics of members of said intended audience and

creating a set of target entity qualification data factors for use in database searches to acquire a

list of entities to which said personalized advertisement is to be distributed;

creating an entity profile template including a substantially complete definition of

information about each of said entities that is to be acquired by said database search;

using said entity profile template for generation of target entities profiles and

status;

defining a distribution channel selection;

defining delivery window specifications;

defining interactive query responses for acquiring additional information about

said target entity;

defining environmental status factors which are updated at the time the

personalized message is transmitted;

constructing a message an advertisement template that includes a plurality of

media segment slots, wherein said media segment slots comprise video segment slots and audio

segment slots; and

constructing a message an advertisement resource library that includes a plurality

of media segments including video segments and audio segments, wherein each video segment is

selectable for insertion into at least one of said video segment slots and each audio segment is

selectable for inserting into at least one of said audio segment slots, and wherein at least one of

said audio and video segments is selectable for a same one of said segment slots of said message

advertisement template; and

constructing said personalized advertisement by inserting one or more video

segments from said advertisement resource library into said video segment slots and by inserting

one or more audio segments from said advertisement resource library into said audio segment

slots, wherein said one or more video segments and said one or more audio segments are selected using said generated target entities profiles and status.